



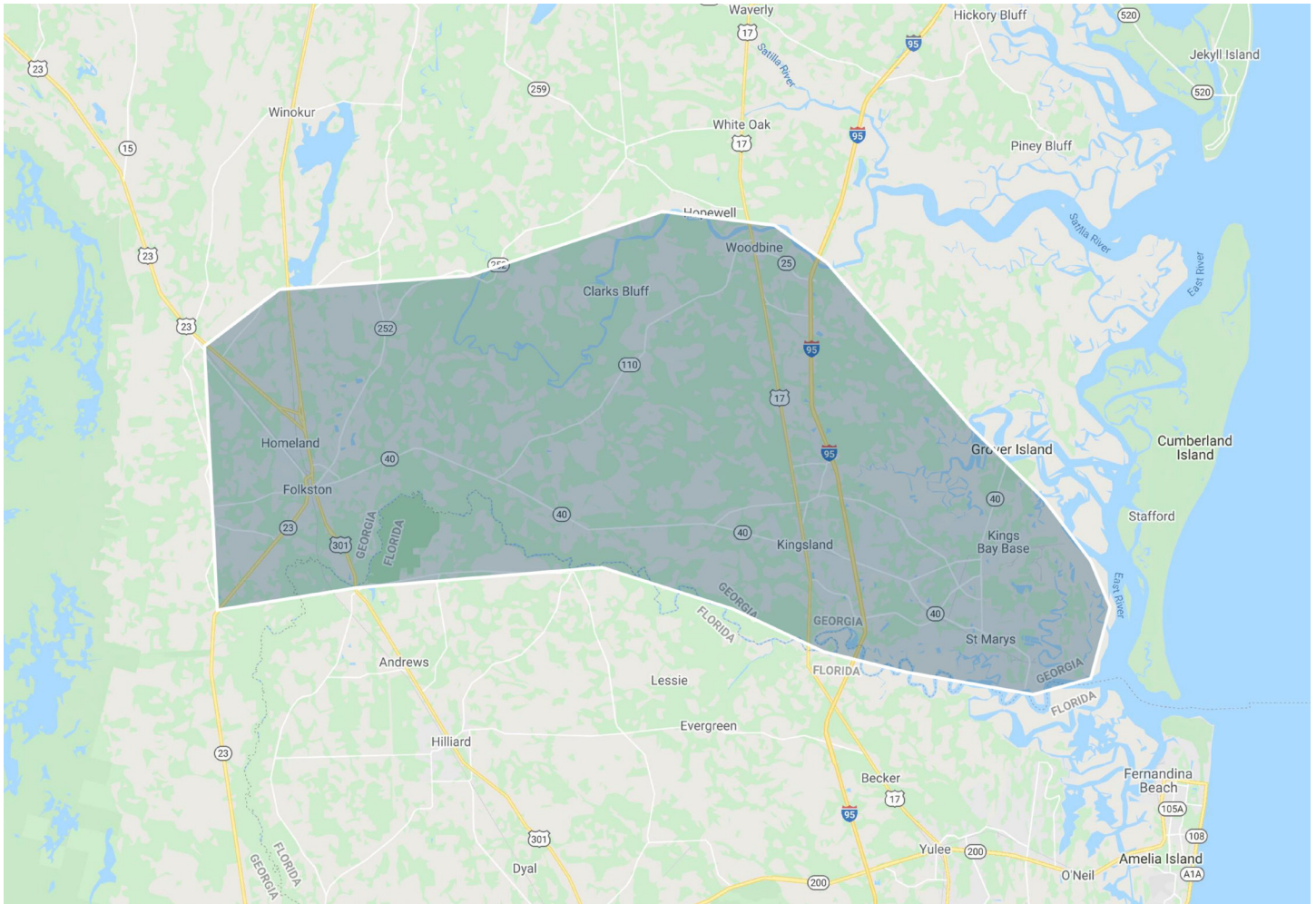
The **Retail**Coach.®

Primary Retail Trade Area Retail Goods and Services Expenditures

CAMDEN COUNTY, GEORGIA

Prepared for Camden County Joint Development Authority
May 2021

Primary Retail Trade Area



Prepared for:



Camden County Joint Development Authority

James Coughlin
Executive Director

531 North Lee Street
Kingsland, Georgia 31548

Phone 912.729.7201
Cell 912.552.3807
jmcoughlin@co.camden.ga.us
www.launchcamden.com



Primary Retail Trade Area • Retail Goods and Services Expenditures

Camden County, Georgia

DESCRIPTION	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Apparel and Services	85	\$1,816.21	\$39,188,323
Men's	82	\$345.30	\$7,450,630
Women's	83	\$628.91	\$13,569,896
Children's	91	\$291.09	\$6,280,831
Footwear	85	\$408.99	\$8,824,694
Watches & Jewelry	85	\$98.91	\$2,134,181
Apparel Products and Services (1)	74	\$43.01	\$928,091
Computer			
Computers and Hardware for Home Use	81	\$132.09	\$2,850,043
Portable Memory	82	\$3.16	\$68,208
Computer Software	78	\$7.62	\$164,448
Computer Accessories	83	\$14.71	\$317,420
Entertainment & Recreation	86	\$2,786.18	\$60,117,344
Fees and Admissions	79	\$566.92	\$12,232,407
Membership Fees for Clubs (2)	78	\$187.32	\$4,041,869
Fees for Participant Sports, excl. Trips	83	\$82.07	\$1,770,744
Tickets to Theatre/Operas/Concerts	74	\$59.55	\$1,284,831
Tickets to Movies	84	\$48.18	\$1,039,593
Tickets to Parks or Museums	86	\$28.40	\$612,835
Admission to Sporting Events, excl. Trips	82	\$51.30	\$1,106,943
Fees for Recreational Lessons	75	\$109.46	\$2,361,816
Dating Services	79	\$0.64	\$13,777
TV/Video/Audio	89	\$1,043.93	\$22,524,828
Cable and Satellite Television Services	89	\$723.10	\$15,602,401
Televisions	91	\$98.37	\$2,122,546
Satellite Dishes	94	\$1.10	\$23,797
VCRs, Video Cameras, and DVD Players	89	\$4.65	\$100,433
Miscellaneous Video Equipment	90	\$22.34	\$482,135
Video Cassettes and DVDs	93	\$9.25	\$199,489
Video Game Hardware/Accessories	89	\$25.12	\$542,013
Video Game Software	90	\$14.85	\$320,379
Rental/Streaming/Downloaded Video	88	\$47.68	\$1,028,689
Installation of Televisions	85	\$0.92	\$19,756
Audio (3)	89	\$94.50	\$2,039,067
Rental and Repair of TV/Radio/Sound Equipment	84	\$2.04	\$44,122
Pets	90	\$622.60	\$13,433,849
Toys/Games/Crafts/Hobbies (4)	87	\$106.17	\$2,290,817
Recreational Vehicles and Fees (5)	74	\$115.71	\$2,496,606
Sports/Recreation/Exercise Equipment (6)	89	\$180.25	\$3,889,319
Photo Equipment and Supplies (7)	81	\$41.66	\$898,980
Reading (8)	80	\$86.21	\$1,860,248
Catered Affairs (9)	76	\$22.72	\$490,289

Primary Retail Trade Area • Retail Goods and Services Expenditures

Camden County, Georgia

DESCRIPTION	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Food	86	\$7,851.68	\$169,415,753
Food at Home	87	\$4,622.09	\$99,730,927
Bakery and Cereal Products	87	\$602.77	\$13,005,905
Meats, Poultry, Fish, and Eggs	86	\$1,008.85	\$21,768,049
Dairy Products	85	\$467.55	\$10,088,314
Fruits and Vegetables	84	\$881.37	\$19,017,311
Snacks and Other Food at Home (10)	88	\$1,661.55	\$35,851,347
Food Away from Home	86	\$3,229.59	\$69,684,826
Alcoholic Beverages	79	\$493.32	\$10,644,365
Financial			
Value of Stocks/Bonds/Mutual Funds	79	\$19,287.41	\$416,164,473
Value of Retirement Plans	80	\$76,074.10	\$1,641,450,944
Value of Other Financial Assets	74	\$6,074.67	\$131,073,113
Vehicle Loan Amount excluding Interest	96	\$2,817.63	\$60,795,910
Value of Credit Card Debt	87	\$2,257.04	\$48,700,117
Health			
Nonprescription Drugs	90	\$134.05	\$2,892,476
Prescription Drugs	93	\$326.19	\$7,038,239
Eyeglasses and Contact Lenses	85	\$79.30	\$1,710,979
Home			
Mortgage Payment and Basics (11)	81	\$8,528.90	\$184,028,106
Maintenance and Remodeling Services	82	\$2,101.90	\$45,352,664
Maintenance and Remodeling Materials (12)	87	\$478.60	\$10,326,693
Utilities, Fuel, and Public Services	89	\$4,362.30	\$94,125,292
Household Furnishings and Equipment			
Household Textiles (13)	87	\$87.83	\$1,895,005
Furniture	86	\$553.01	\$11,932,262
Rugs	84	\$29.44	\$635,317
Major Appliances (14)	90	\$322.27	\$6,953,519
Housewares (15)	89	\$86.45	\$1,865,327
Small Appliances	85	\$42.01	\$906,445
Luggage	82	\$12.09	\$260,933
Telephones and Accessories	79	\$69.36	\$1,496,532
Household Operations			
Child Care	85	\$437.25	\$9,434,522
Lawn and Garden (16)	86	\$418.60	\$9,032,036
Moving/Storage/Freight Express	83	\$49.92	\$1,077,085
Housekeeping Supplies (17)	89	\$689.42	\$14,875,555
Insurance			
Owners and Renters Insurance	92	\$548.58	\$11,836,809
Vehicle Insurance	91	\$1,640.79	\$35,403,306
Life/Other Insurance	89	\$480.85	\$10,375,225
Health Insurance	88	\$3,256.86	\$70,273,313
Personal Care Products (18)	86	\$430.38	\$9,286,304
School Books and Supplies (19)	87	\$127.96	\$2,760,926
Smoking Products	98	\$391.97	\$8,457,477



Primary Retail Trade Area • Retail Goods and Services Expenditures

Camden County, Georgia

DESCRIPTION	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Transportation			
Payments on Vehicles excluding Leases	96	\$2,476.77	\$53,441,338
Gasoline and Motor Oil	91	\$2,156.69	\$46,534,832
Vehicle Maintenance and Repairs	88	\$1,022.74	\$22,067,731
Travel			
Airline Fares	77	\$460.34	\$9,932,743
Lodging on Trips	81	\$523.63	\$11,298,425
Auto/Truck Rental on Trips	78	\$22.36	\$482,514
Food and Drink on Trips	82	\$470.92	\$10,161,123



Citations

- (1) Apparel Products and Services includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs includes membership fees for social, recreational, and health clubs.
- (3) Audio includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.
- (6) Sports/Recreation/Exercise Equipment includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (9) Catered Affairs includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.
- (12) Maintenance and Remodeling Materials includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.
- (14) Major Appliances includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, other miscellaneous care products and personal care appliances.
- (19) School Books and Supplies includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.

About The Retail Coach®

The Retail Coach is a national retail recruitment and development firm that combines strategy, technology, and creative expertise to develop and deliver high-impact retail recruitment and development plans to local governments, chambers of commerce, economic development organizations and private developers.

Through its unique Retail360® Process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

Retail:360® Process

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms' offerings by combining current national and statewide demographics and trend data with real-world, "on-the-ground" information gathered through extensive visits to our clients' communities. Every community is different, and there is no "one size fits all" retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community's needs help assure our clients that they are receiving the latest and best information for targeted retail recruitment efforts – all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail:360® Process assures that communities get timely, accurate and relevant information. Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.



The**RetailCoach**.®

ACKNOWLEDGMENTS

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Environics Analytics, ESRI, U.S. Census Bureau, Economy.com, Placer.AI, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics. To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model. Mapping data is provided by Google, Nielsen, ESRI and/or Microsoft Corporation.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

* Compound annual growth rate (CAGR) is the geometric progression ratio that provides a constant rate of return over the time period. CAGR dampens the effect of volatility of periodic growth.